

Fredericksburg Arts Commission Meeting

November 4, 2010

7:00 p.m.

LaBravia Jenkins, Commonwealth's Attorney for the City of Fredericksburg was invited to our meeting to explain the meaning of Conflict of Interest, 2.2 of the Virginia code, as it pertains to the Fredericksburg Arts Commission. As members of this commission (FAC), we are expected to advise the city on arts matter, provide leadership, recommend arts programs, encourage art, and promote arts education. She explained that when considering any transactions such as the 2010 Via Colori event, we must vote and agree collectively to enter the transaction. Upon a majority vote, our recommendation is conveyed to City Council, who votes upon our recommendations, issues required contracts and approves the expenditure of the funds.

If any member of the FAC were to benefit by ten thousand dollars or more from any transactions voted upon at the FAC, then he should not take part in the vote. Further, avoid any appearance of impropriety by voting and conducting business as a committee. For additional clarification LaBravia is always available.

Kevin asked whether a commission member working with the EDA grants, should vote on the grant request if the request favors his organization. If that case occurs, the commission member should not vote on the grant request. Call LaBravia if any questions.

Meeting resumed.

Minutes of September meeting were approved.

Kevin related that he, Julie and Roy have screened 4 grants and given their report to Richard Tremblay. In the future it is expected that the FAC subcommittee working on EDA grants will meet with the EDA subcommittee when making grant decisions. After the EDA makes its formal decision, grant recipients will be made public.

Kevin moved that the Arts commission establish a standing committee of no more than two members for grant review. The standing committee will be composed of the FAC chair and a designee. The bylaws will be amended to include this standing committee. Motion passed unanimously.

Rochelle will present a bylaw change to state the amendment at the December meeting.

Minutes of previous meeting approved.

Treasurer reported a balance of \$22,319.58 in the account. This includes funds from the Government challenge grant received annually and matched by city council. Treasurer report attached.

Via Colori Report

Sue Henderson reported the three goals of Via Colori event, and that two of three were met:

1. to showcase regional artists, 2. Provide income to sustain itself, 3. Encourage business involvement in the arts. Though the event did not make a profit the outcome of the event was enriching, showcased artists and businesses.

Sue recommended that the FAC move forward with this event for 2011.

Julie presented the financial report for Via Colori. The event shows a loss of \$3430.42. Report attached. Julie noted that this event represents about twenty-five thousand dollars in revenue and in-kind donations, though in dollars it only cost about \$3400 to provide. Event planning in the city is still a work in progress bringing challenges that must be worked out 'on the spot' such as weather postponement, etc.

Rick Compton, Via Colori owner, was very complementary on our Via Colori event.

Roy moved that we participate in Via Colori next year. Motion passed with following suggestions:

Suggestions for next year: More signage, awards for art entries to create interest by the artists, signage- place artists' names next to their artwork, more sponsors needed, one-on-one approach to sponsors, more chalk provided. Other suggestions welcome, and others can be on the next committee.

Roy moved that Julie have the authority to negotiate a contract with Via Colori for next years. Motion passed.

Pat Thalman described the trip to Charlottesville to see the Public Art. Piedmont Council for the Arts gave an outstanding report with good ideas. Outcomes from the trip:

Pat recommends that any artists' work be specific to the place and area; i.e., artwork displayed in Fredericksburg should be appropriate to the location, city, and area. Also, all art should contain the names of the artists. The town is a gallery; we should think of it as such.

Joe Wilson of the EDA indicated that the EDA would like to fund a public arts sculpture project similar to that of Charlottesville—either annually or ongoing. The EDA is waiting for our direction on this. Kevin asked about the public mural project. From this discussion, the following resulted:

Kevin appointed a Public Art committee composed of Pat, Florence, Debbie and Ellen. They are asked to bring a proposal to the December FAC meeting a Fredericksburg model for this program. The December meeting will be focused upon this idea and the proposal.

Website—the RFP will go out immediately according to Julie.

Arts and Cultural District – Kevin distributed a clean copy and noted the following:

City wants this ordinance approved at their November 23 meeting so Kevin asked that we approve it.

It was approved following the discussion:

Changes to the copy results of his meeting with city attorney: She did not include culinary art to the city businesses, nor businesses with ancillary art such as story-telling or poetry-reading. They did not qualify for incentives because of their primary business focus. Tattoo parlors not included as cultural visual arts. Book publishers not included, although the media arts such as film, video, and audio are included. Kathleen Dooley, city attorney, also noted the amount of verbiage for little revenue return, but Kevin reminds us that this ordinance will encourage and elevate the arts community, allows a geographic location we can target as the arts and cultural district, blends the arts into the community and gives cachet to the Arts District idea.

The Performing Arts and Strategic plan were tabled. Review and send comments to Kevin.

Meeting was adjourned at 9:15.

Rochelle Grey

Secretary